

MARKETING

## Lexus sees sharp performance increase from haptic mobile ads

June 14, 2016



Lexus GS F

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Toyota Corp.'s Lexus is among the brands to see significant improvement in responsiveness to mobile advertisements that incorporate TouchSense technology.

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Working with advertising and marketing platform Opera Mediaworks and Immersion, the developer of TouchSense technology, Lexus saw sizable increases in click-through rates, completed views, replay rates and ad recall for touch-enabled ads. As mobile use increases and brands fight to engage viewers saturated with advertising, haptic ads offer a way to stand out.

"We are in the early stages of this journey, but we believe it will have a long term impact on how advertisers build creative for mobile and evolve their storytelling," said Mike Owen, executive vice president of North American sales for [Opera Mediaworks](#).

"These results are from a handful of early campaigns. As we do more work that combines haptics and high-quality video, we'll start to see even more insights and trends emerge. We're very pleased with the results so far and excited to learn even more."

### Good to the touch

The TouchSense technology from Immersion uses an integration that lets media control the vibration motor in a mobile device.

In addition to Lexus, France's Peugeot and an unidentified "leading spirit brand" also have seen improvements in TouchSense enabled ads compared to those that do not engage the sense of touch.

In March, Lexus launched an ad for the Lexus GS F that engaged the touch to more closely replicate the experience of driving the vehicle. The phone vibrated as the vehicle accelerated and during sharp turns and braking ([see story](#)).



### *Lexus GS F*

Ads with such effects saw CGTR improve by between 28 percent and 220 percent compared to ads without them. Opera Mediaworks and Immersion also note that one brands saw positive sentiment increase 23 percent, while another experienced a nearly one-third increase on phones and a 59 percent jump on tablets. Another campaign saw ad recall metrics double.

"These kinds of results even at such an early stage of this technology speak to the power of adding feeling as a new component of video, in addition to the existing sight, sound and motion," said Mike Owen, executive vice president, North America sales at Opera Mediaworks. "It's a whole new way for consumers to experience and interact with the brands they care about most.

"Haptic effects give advertisers an added dimension to play with, and we believe that it will evolve their storytelling and have a significant long-term impact on the creative ad experience," he said.

A vibrating device is a technique ported over from video games, where it has long been used to craft a more immersing experience. Numerous luxury brands are combating waning attention spans with game-like initiatives or advertisements, and haptic advertising is a natural extension of this tendency.

Ad-blockers for desktop browsers are now commonplace, but the mobile equivalent is still ironing out the wrinkles, as ecommerce links, photos in an article and other materials are sometimes blocked. Additionally, online traffic and purchasing activity is siphoning to mobile devices, making this an opportune time to stand out on the platform with tactile advertisements.

### Gamified

Gamification has caught on in the luxury industry, with some brands employing it with regularity.

For example, Swiss watchmaker IWC Schaffhausen recently took communication to new heights to promote its pilot's watches.

The Skywriter campaign allows users to write a message in the sky via an in-platform game and share it with third parties. An interactive and social campaign will help attract a younger consumer segment to the brand while subtly offering an introduction to the brand's latest watches ([see story](#)).

Haptic ads are just the latest way that advertisers can offer a fuller experience to consumers.

As marketers look to effectively appeal to consumers, a strategy that takes all five senses into consideration is the best approach, according to a new report by Shullman Research Center.

Sight may be the most important sense, ranked highest by 84 percent of consumers, but the other four also play a major role in consumers' purchasing decisions and perception of a brand. Luxury brands in particular should take note of the senses outside of sight, as luxury buyers have less of a focus on sight than those who do not indulge in luxury ([see story](#)).

"TouchSense has been an incredibly effective tool to physically convey the power in this vehicle," Mr. Owen said.

"Where it makes sense, Lexus intends to continue leveraging haptic technology for future mobile advertising.

"We believe in delivering the highest-quality ad experience for brands, publishers and end-users," he said. "We're not interested in doing haptics just for the sake of haptics. A touch-sensitive mobile ad has to really make sense for the brand and the video creative."